

A billboard advertisement for POA Basic cigarettes. The billboard is shaped like a bowling lane with a wooden floor and bowling balls at each end. In the center, a pack of POA Basic cigarettes is shown with two cigarettes resting on it. The text "YOUR BASIC SPLIT" is written vertically in large, white, bold letters on a dark blue background. To the left, a bowling ball is partially visible with the text "TASTES GOOD" in red. To the right, another bowling ball is partially visible with the text "COSTS LESS" in red. The POA logo is visible on the right side of the billboard.

**YOUR BASIC SPLIT**

**TASTES GOOD**

**COSTS LESS**

**POA**

**Basic**

**POA**